

## Communicating with Confidence

### 2 CEU lecture format

#### Course Description:

Understanding the importance of relationships and the steps involved in creating an environment of trust and confidence between patient and practitioner are essential factors in helping patients feel comfortable when making dental decisions. But what factors drive the decision making process of dental patients? How does confidence in communication impact patient decisions and contribute to patient retention and treatment acceptance? Why is a comprehensive hygiene examination so critical to treatment acceptance and collectively what role do these dynamics play in building patient trust and practice revenue? This course will review factors that influence dental patient's decision making and discuss the basic concepts of effective communication and relationship building. The importance of collaboration, co-diagnosis, and communication between the doctor and the hygienist will be highlighted including tips for implementing an efficient, consistent, and productive hygiene examination.

#### Course Objectives:

Upon completion of this course, the participants will be able to:

1. Review key factors that drive dental patient decision making
2. Recognize the importance of relationship building and impact on dental decisions
3. Discuss how to build trust and credibility through effective communication
4. Explain the key information that needs to be shared during the hygiene exam